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AGRICULTURAL MACHINERY JOURNAL

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SPECIAL LAWN CARE ISSUE JANUARY 1971

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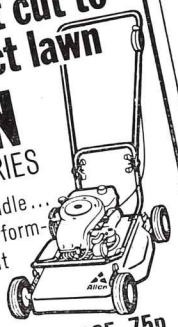

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AGRICULTURAL MACHINERY JOURNAL

The journal of the agricultural and horticultural machinery industry

HORTICULTURAL SUPPLEMENT

JANUARY 1971

This is the second of a series of special pull-out horticultural supplements to be published by Agricultural Machinery Journal. Its aim is to assist members of the Trade in keeping fully up-to-date with all the latest developments within the garden machinery and equipment industry.
In addition to an illustrated review of the latest equipment for lawn maintenance, two leading members of the garden machinery trade give their views on sales promotion and workshop staffing.

Published by Agricultural Press Ltd., 161-166 Fleet Street, London, EC4P 4AA. Phone: 01-353 5011.

Lawn care Ride-ons and electric machines grow more popular

THE 5.26 ride-on rotary mower from **John Allen & Sons (Oxford) Ltd** has been modified for the coming season. The seating and handlebar mounting have been improved and the throttle control is more readily to hand. The machine is now finished in the new Allen colours of red and beige.

Driven by a 5hp engine, the 5.26 can cut up to ¾ acre per hour with a top speed of 4mph. It is equipped with a two-forward and reverse speed gearbox and a differential rear axle. Maximum cutting width is 26in and the cutting height is adjustable, through six positions, from 1in to 3½in. Weighing approximately 200lb, the machine costs £205.

The new mk 5 Challenger 'Commercial' is a faster version of the company's Challenger 22in rotary cutter. Bigger rear wheels, measuring 16in by 4in, give an increased forward speed of 2.47mph and greater ground clearance to the rear of the machine. A small pulley on the gearbox drive also increases cutting speed. A bonnet fastener has now been added to the specifications.

The engine is a 5hp Briggs & Stratton 206cc 4-stroke unit and height of cut can be varied from ¼in. Price: £115.

LOWEST priced machines in **R K Allett's** range of powered mowers are the mk 5 and mk 15. Both are equipped with 6¼hp Kohler engines fitted with recoil starters. The 2-speed cutting cylinders give 70 or 90 cuts per yard and the 30in mk 15 machine is available with an 8-blade cutting cylinder and thin bottom blade for really close cutting.
Prices of the 36in mk 5 and the 30in mk 15 are £370 and £360 respectively.

The 5.26, a 5hp ride-on rotary from John Allen, has now been improved.

THE SPINTRIM battery lawn edger, manufactured by **Andrews Lawn Edgers Ltd,** is claimed to cut a mile of lawn edge before re-charging is necessary. The built-in batteries spin the twin cutter blades at more than 12,000 cuts per minute and a patented guide plate, which hugs the lawn edge, draws the grass fringe into the blades. Weight is 16lb 5oz and price, including batteries and battery charger, is £22.

Manufactured in the USA and distributed in the UK by Andrews, the Cyclone spreader gives a 6ft spread, has a hopper capacity of nearly 50lb and costs £18. The Cyclone Major, the professional model, spreads a 10ft swath, holds 100lb of fertiliser and is priced at £55. The spinning rotor gives a fan-shaped spread pattern to the front and sides only.

Andrews also make the 'Spur-Spike' lawn aerator which sells for 10gns. In favourable conditions, the tines are said to penetrate to a depth of 2in.

THE LAWN-BOY range of rotary mowers gives cutting widths of 18in, 19in and 21in. The two larger machines can be kitted out for grass collection. Main features of the range, say the makers, are 'Finger-Tip' starting, low noise

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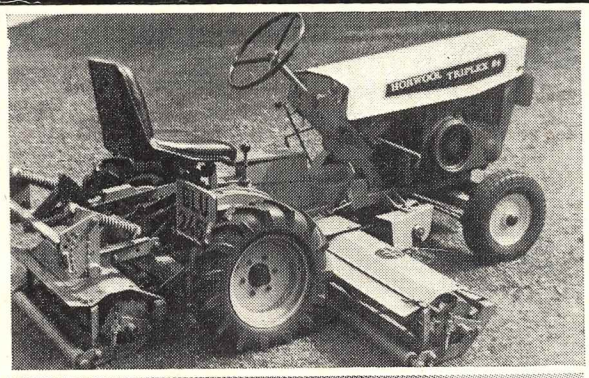

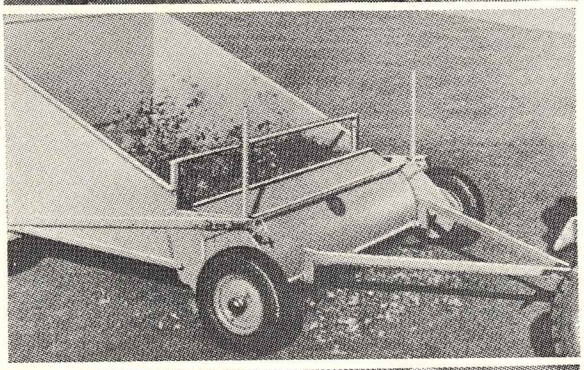

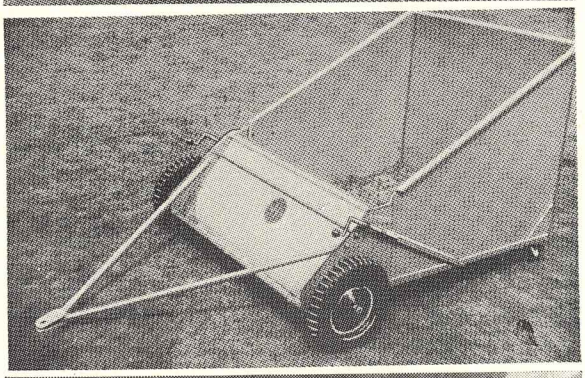

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- Powered by 3 h.p. Briggs & Stratton 4 stroke petrol engine.
- Weight: 45 lbs.
- Compact machine with collapsible handles.
- Flail type scarifying tines.
- Easy height adjustment from front wheels.
- Machine ideal for golf courses, bowling greens, Cricket pitches and grass tennis courts.

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E P Barrus (Concessionaires) Ltd also handle the Lawn-Boy 26in rider mower. Powered by a 5hp Briggs and Stratton engine, this machine is fitted with three forward and one reverse gear and gives the choice of five cutting heights.

Barrus say that it has been possible to make price reductions in the Lawn-Boy range for the coming season.

AMONGST a wide range of hand and power mowers available from **Birmid Qualcast (Home and Garden Equipment) Ltd** is the Atco 12in hand mower. This machine is fitted with a 2-section fluted metal roller, 6-bladed cutting cylinder and wheel adjustment height of cut.

Petrol-driven mowers, for use on the smaller lawn, include the 12, 14, 17 and 20in versions while the Atco 20in Heavy Duty model, the 24in Riding mower and the 30in Garden model are suitable for those with larger lawns.

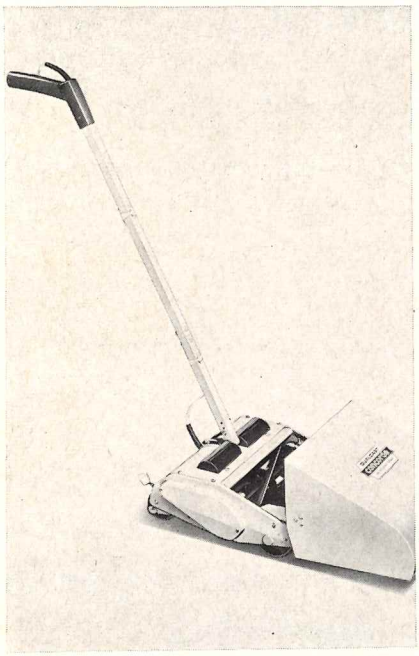
Battery-electric enthusiasts have a choice of 12, 14 and 17in machines which are offered with built-in chargers and an acid pack as standard equipment. Another model, the Atco 18in, is a rotary-type machine powered by a 3½hp 4-stroke engine with the automatic choke and stop switch controlled by a single lever on the handles.

Two new mains electric mowers, the Concorde and model 360, have been announced by Qualcast for the coming season. The former, a 12in cylinder-type machine, sells for £17 complete with grassbox and 50ft of cable. This unit is powered by a 240v AC/DC electric motor and is fitted with a 3-bladed cutting cylinder giving 6,000 cuts per minute at 2,000rpm. Overall weight is 22lb with the grassbox adding a further 4lb.

The other machine, the model 360, uses a fan-cooled 220/240v AC electric motor fitted with a thermal cut-out and automatic reset mechanism. Height-of-cut to all four wheels is controlled by a hand-wheel and price, complete with grassbox, is £25.

The Suffolk range of machines for the 1971 season includes the [illegible] Super Colt. Features include [illegible]bladed cutting cylinder and [illegible]-drive controls mounted on the handles. Power is supplied through a 75cc 4-stroke engine fitted with recoil starter and automatic centrifugal clutch.

FEATURING glass fibre decking and now in green and white livery, the re-styled motor mowers from



A 12in cylinder-type machine, the Concorde, sells for £17 complete with grassbox and cable.

Dennis Bros Ltd have been renamed according to the metric measurements of their cutting widths—the Paragon 51(20in) and 61 (24in) and the Premier 76(30in) and 91(36in). The new decking, which gives added protection to the mowers' machinery, can be easily removed for maintenance work.

Both Paragon and Premier models are fitted with tapered tubular handlebars and large capacity grassboxes; the Premier uses a grassbox of an entirely new design. The new Dennis trailer seat can be adjusted to suit all the company's motor mowers.

Car-type clutches are used and a reverse gear can be fitted as an optional extra. The Paragon 51 costs £228 while the 61 is priced at £262. The Premier 76 and 91 models sell for £449 and £488 respectively. All prices include grassboxes.

LATEST model to join **Flymo Ltd's** range of grass cutting equipment is the Morrison 28in Roughmaster. Built in New Zealand, this machine follows earlier Morrison models including the 20in Golf Master, the 20in Bowlmaster and 24in heavy-duty models. The Roughmaster sells for £296 with an optional trailer seat costing an extra £22.

The 15in Electric is the most recent addition to their range of hover mowers. Its light construction and quiter running ability make it a particularly suitable machine for women and older people, says the company. Recommended retail price of the Electric, complete with 70ft cable and safety connectors, is £39 15s.

WITH the exception of the 2-stroke 2.5hp Aspera engine, the 19in cut MIO3 Orbita rotary grass-cutter from **Ginge-Raadvad (UK) Ltd** is exactly the same as the MIO4 and MIO5 4-stroke models. Three cutting heights—¾in, 1¼in and 1¾in—are available and recommended retail price is £24.

THE GREENS Zephyr 20in Superfine mower uses a ten-bladed cutting cylinder while the standard model is fitted with a six-bladed unit. Height of cut is adjustable from 3/16in to 1in on the Standard and 3/32in to 1in on the Superfine. Both models are driven by a single cylinder C-12 Villiers engine.

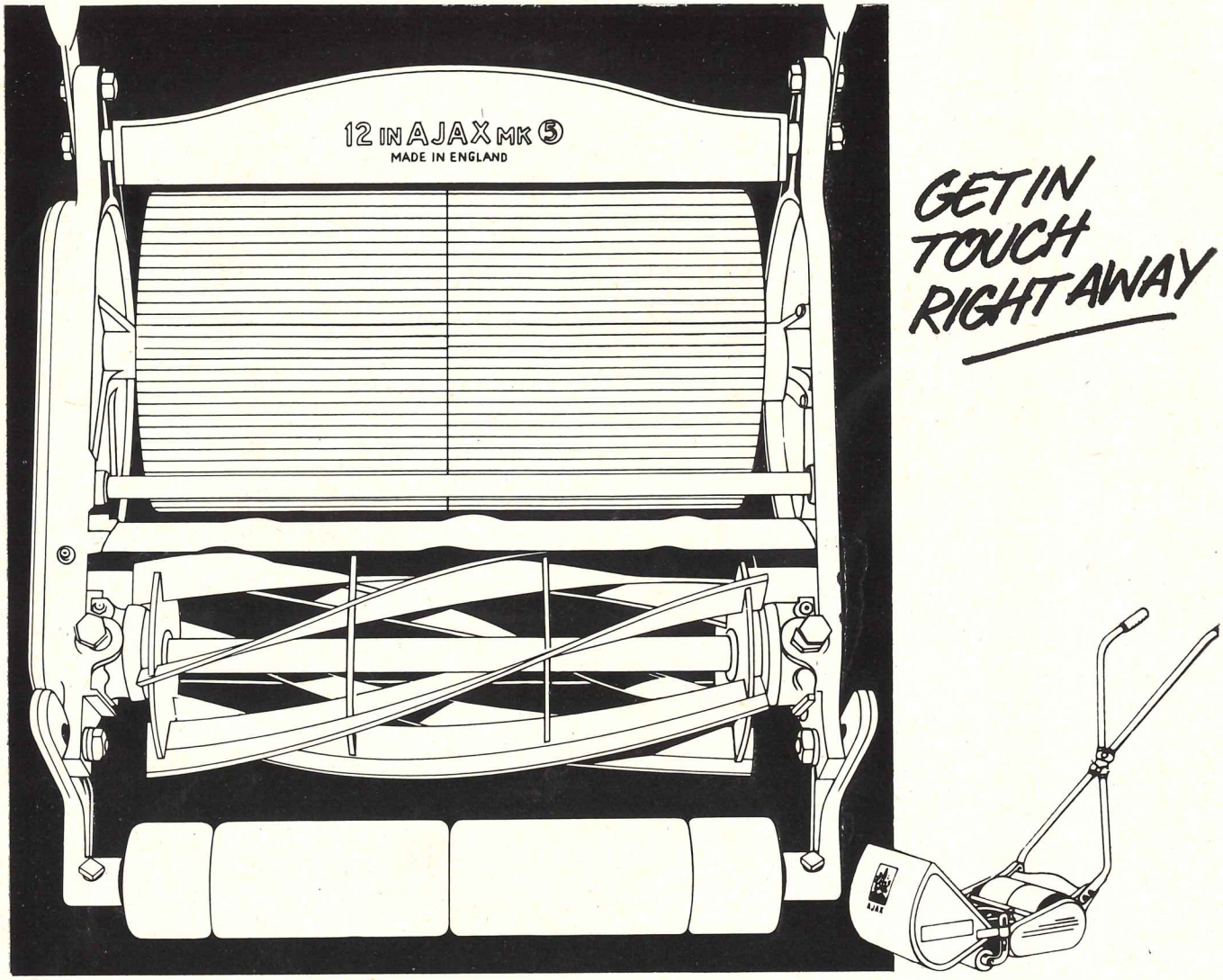
The manufacturers, **Thomas Green and Son Ltd,** say that operating speed on both machines is 3.3mph giving a cutting area of ½acre per hour. Complete with a steel tube roll, the Superfine costs £104 while the standard model sells for £98 with a 4-sectioned wooden roll.

The larger Greens 30in Greensmaster is fitted with a reverse gear and five-bladed cutting cylinder giving 22.33 cuts per foot. Powered by a 4-stroke petrol engine, the machine costs £325. An extra £25 buys a fully upholstered trailer seat.

FEATURE of the Harrier, a 2-speed self-propelled rotary mower from **Hayters Ltd,** is its ability to cut both long and short grass. Cutting height is adjustable in seven steps from ½in to 2in and forward speed is adjustable from 2.26 to 2.71mph at the flick of a lever. Power is supplied by a 4-stroke Briggs & Stratton engine developing 3½hp at 3,600 rpm. Price is £74.

The company have also developed a 30in self-propelled mower for rotary or cylinder cutting which is equipped with interchangeable rotary and cylinder verge cutting attachments. Called the Condor, the machine has an inset rear drive which keeps the load carrying wheels off the uncut grass. The machine sells for £280 complete with the rotary attachment or £313 with the cylinder verge unit.

THE 16in Powarake from **Horwool (Manufacturing) Ltd** is suitable for working on golf courses, bowling greens, cricket pitches and grass tennis courts. The machine is powered by a 4-stroke



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Ransomes Ajax has been the 'best buy' for years

It will still be the 'best buy' in 1971 and spares will be available for at least 15 years from date of sale

RANSOMES

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Lawn care *continued*

3hp Briggs & Stratton petrol engine, weighs 45lb and is fitted with flail type scarifying tines.

Height adjustment is carried out by the front wheels. The handles are collapsible.

SAID to be at home on either large lawns or playing fields, the mk 5B mower from **J P Engineering Co Ltd** is available in 17in and 20in versions. The transmission allows the drive to the cutterbar to be isolated and the standard 5-blade cutter unit can be replaced with either of the 3 or 7 bladed units which are available as extras to meet a wide variety of cutting conditions. Prices of the 17 and 20in models are £115 and £142 respectively.

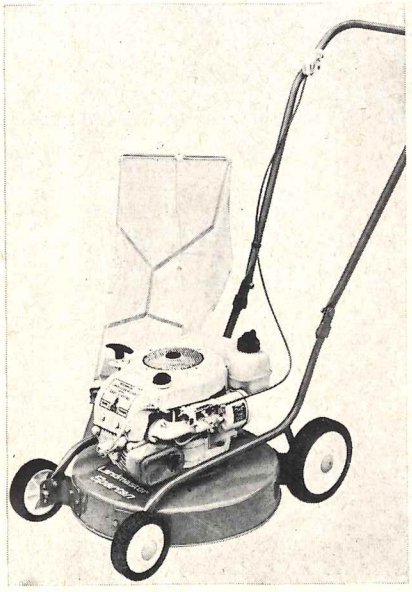
The J P range of handmowers includes 10 and 12in versions of their Mini-Mower. The 6-bladed rotary cutter arrangement is said to be easily removable and the steel tubular handlebars are adjustable for height.

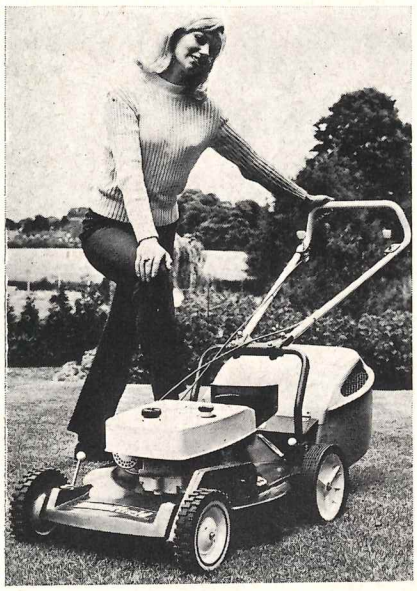
CLAIMED to be the only rotary available with front and rear rollers to give the banded look to lawns, the Saturn 14in rotary mower is now fitted with an 'Easy-Pull' geared recoil starter. Manufactured by **Landmaster Ltd,** the MV2000 model is powered by a 3hp 4-stroke engine and costs £38, while the self-propelled MV2001 version is equipped with a 3½hp 4-stroke engine and sells for £48. Grass collection is standard.

The Spartan 16in rotary mower (£38) has been designed to handle lawns and rough grasscutting. With grass collection bag as standard, this model features snap action folding handlebars, spun steel deck, reversible blade and 'Easy-Spin' geared recoil starter.

Two versions of the company's Stoic 19in rotary grasscutter are available — the power-propelled model at £79 10s and a push version at £54 10s. A slip-clutch on the crankshaft prevents damage should the blades strike an obstruction. The Stoic, which is said to be popular with councils and municipalities, also features the new 'Easy-Pull' starter.

Landmaster's Spartan is a dual-purpose unit designed to handle lawns and rough grass work. Price £38.





Front-wheel-drive used on the M6 is claimed to make the machine easier to handle.

THE M6, a new 21in rotary mower from **G D Mountfield Ltd,** uses a front-wheel-drive arrangement which is claimed to make the machine easier to handle. Other features include the company's Vacuum-Flo grass collection system and Easy-Touch side-wind start.

Powered by a new Tecumseh 4hp 4-stroke engine incorporating an advanced air cleaner design, the M6 can cut close to trees and other obstacles. When required, a lightweight polythene grassbox can be fitted. The front wheels measure 8in by 1¼in while those at the rear are 9in by 2in. Price has yet to be announced.

THE SELF-PROPELLED turf piercer from **H Pattinson & Co Ltd** can be fitted with a wide range of auxiliary implements to cope with the various functions of turf maintenance associated with turf aeration. Mowing and occasional rolling can be carried out with the S P Piercer.

The turf piercer is powered by a 119cc 4-stroke petrol engine and the 30in wide spiked cylinder will work right up to the edge of the bowling green. The engine itself is mechanically governed and pneumatic-tyred transport wheels help manoeuvre the machine when not spiking. Wheelspin on soft ground is said to be entirely eliminated as the whole weight of the piercer is concentrated on the tines.

THE ANTELOPE, a 20in cut machine manufactured by **Ransomes Sims & Jefferies Ltd,** is equipped with a 5-knife cutting reel said to cut grass up to 7in high. The machine is powered by a 4-stroke engine fitted with a recoil starter. All controls are placed on the handles and a grassbox is available.

Powered by a 75cc 4-stroke engine, the Ransomes Sixteen is equipped with a grassbox and tool kit. Height-of-cut can be varied from $\frac{5}{16}$in to 1¼in. The Marquis is available in 18 or 20in widths and is fitted with a 6-knife cutting reel giving 64 cuts per yard. Height-of-cut, from ¼ to $\frac{11}{16}$in, is controlled by a handwheel.

THE JACOBSEN range of mini tractors and sportsground equipment is now being handled by **Rolfe's Mini-Tractors Ltd.** Five models in the Chief and Super Chief range are available. These can be matched with over fifty implements and are powered by 10, 12 or 14hp Kohler engines.

The Kleen Sweep, a lawn sweeper from Parkers, is also being handled by Rolfes. Specifications include a sweeping width of 25in, an overall width of 30in and a basket capacity of 7½ bushels. The brushes are made from polypropylene fibre strips. Price is £22 10s.

Amongst the Yardman selection of powered garden equipment is the Scorpio Vac Sweep—a machine fitted with a vacuum head that sucks up grass clippings, leaves and debris from the lawn. The 5hp version is powered by a Briggs & Stratton engine and is fitted with a 9cu ft capacity grass bag. Price is £137 10s.

A WIDE range of domestic turf implements, including the Aerdrain lawn aerating fork, is manufactured by **Sisis Equipment (Macclesfield) Ltd.** Four types of interchangeable tine are available for all year round work. Price of the

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Howard Rotavator Co. Ltd.,
West Horndon, Essex.
Tel: Horndon Green 361.

Powered by a 3·5hp engine, the 18in Rota-Rola is a newcomer to the Masport stable.

Lawn care *continued*

frame and a set of three hollow coring tines are £3 7s and £1 18s respectively.

Their Aerake, a dual-purpose lawn rake and aerator, can either be pushed or pulled and is said to convert from a spiker to scarifier quickly and easily. Price is £9 10s.

THE 18in Rota Rola, a roller-driven, self-propelled rotary lawnmower, has joined the Masport line-up of grasscutting machines from **Stemport Marketing Co Ltd.** It is fitted with a 3.5hp 4-stroke Briggs and Stratton 'Chokamatic' engine which is claimed to ensure easy starting.

The drive is taken up from the engine camshaft through a chain and belt system to the rear roller, dispensing with the gearbox. Price, complete with grass catcher, is £74 15s.

THE TARPEN Grassmaster from Tarpen Engineering Co Ltd is supplied as a motor and handle unit to which three interchangeable attachments can be fitted. These attachments, the Ski-cut, Wheeled and Vergemaster, are considered suitable for working on ground inaccessible to most motor mowers.

Power is supplied via a 15ft PVC covered cable by a 1/5hp Universal AC or DC motor. The 12v machines are equipped with 25ft of 2-core cable and have been designed to run off batteries. In damp conditions, says the company, it is best to reduce the mains voltage to 110v by means of a double-wound transformer. Four different blades are available to cater for a wide range of cutting conditions.

FOR 1971, **Victa (UK) Ltd** have introduced four newcomers for their Series 70 range of rotary lawn mowers. These are the streamlined VC160 (£69); the Super 24 (£80) for the professional user; the Chevron, a redesigned version of the company's utility mower; and the Cortina, an economic alternative to the current Corvette 2-stroke mower.

With a tapered frontal shape to facilitate mowing under bushes, the VC160 is equipped with a non-clog baseplate, free of any obstructions that could block the passage of cuttings, and an Armourlite safety grassbox with 20 per cent greater capacity. An automatic safety flap between mower and grassbox eliminates accidental contact with the cutting blades.

The Super 24 (24in cutting width) is powered by the Victa 160 mk 1 engine which is belt-driven by pulleys attached to a large retractable 2-blade disc assembly. The mower has a safety guard which is an integral part of the axle, and large rear wheels. A hinged windrower is fixed to the side ejection chute for safety.

The Chevron has been given a more streamlined look, and the pressed steel baseplate has been redesigned with deep protective skirting. The housing for the recoil starter has also been redesigned.

The Cortina has a smaller engine (125cc) than the Corvette 2-stroke mower which has a 160cc unit. Improved noise reducing mufflers are now fitted to the Corvette and Cortina models.

THE PROFESSIONAL range of self-propelled rotary grasscutters from **Wolseley Engineering Ltd** are now fitted with Tecumseh engines. The 23in version is equipped with forward and reverse drives. Cutting height, adjustable from ½ to 4½in, is controlled by a lever.

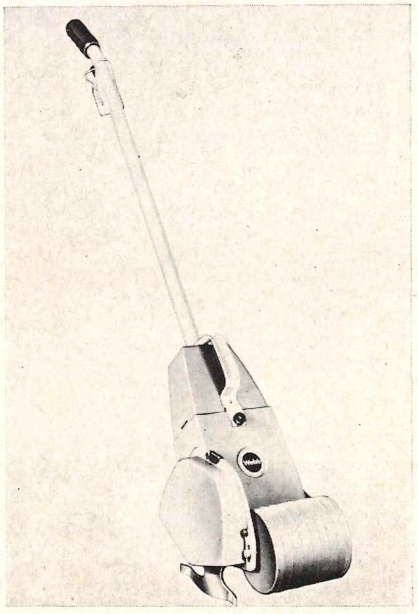
The handles can be altered to suit individual working heights and 16in wheels are fitted for greater manouverability. Recommended retail price is £130.

FITTED with the new Lucas 'Pacemaker' batteries, which boast single point filling and topping up, the 14in and 18in De-Luxe battery mowers from **Webb Lawn Mowers Ltd** give 70 cuts per yard and, with the exception of the transporter, have all the features of the Webb De-Luxe motor mowers which were introduced last year. The 14in costs £69 19s and the 18in sells for £89 19s.

The company's battery lawn edge trimmer (£22 19s) has a safety lock on/off switch, large adjustable pivot roller with three positions and additional depth of cut adjustment for major variations. Uni-handled control and the pivot roller enable the user to control the angle and depth of cut whilst the trimmer is in use.

Electrical specifications include a Lucas 6v permanent magnetic motor and Varley unspillable 6v 12amp per hour battery. The makers say that the trimmer will cut for almost an hour but, for users with large distances of edges to cut, a plug-in supplementary battery unit complete with satchel and harness is available as an optional extra. Total weight of the trimmer is 19½lb complete with battery.

Webb's battery lawn edge trimmer weighs 19½lb and costs £22 19s.



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YARDMAN Mini-tractors 7-8 HP. Ride-on mowers 5-HP. Vac-sweep vacuum sweepers.

INTERNATIONAL HARVESTER Mini tractors from 7-14 HP. Cadet 60 ride-on mower.

PARKER Vac 35 power vacuum sweeper. Towed sweepers.

GOLF Trailed sweeper.

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LOMBARD

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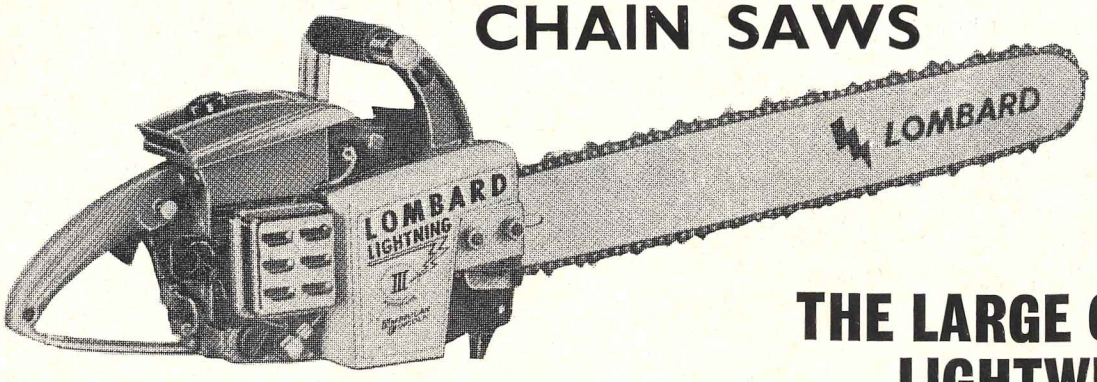

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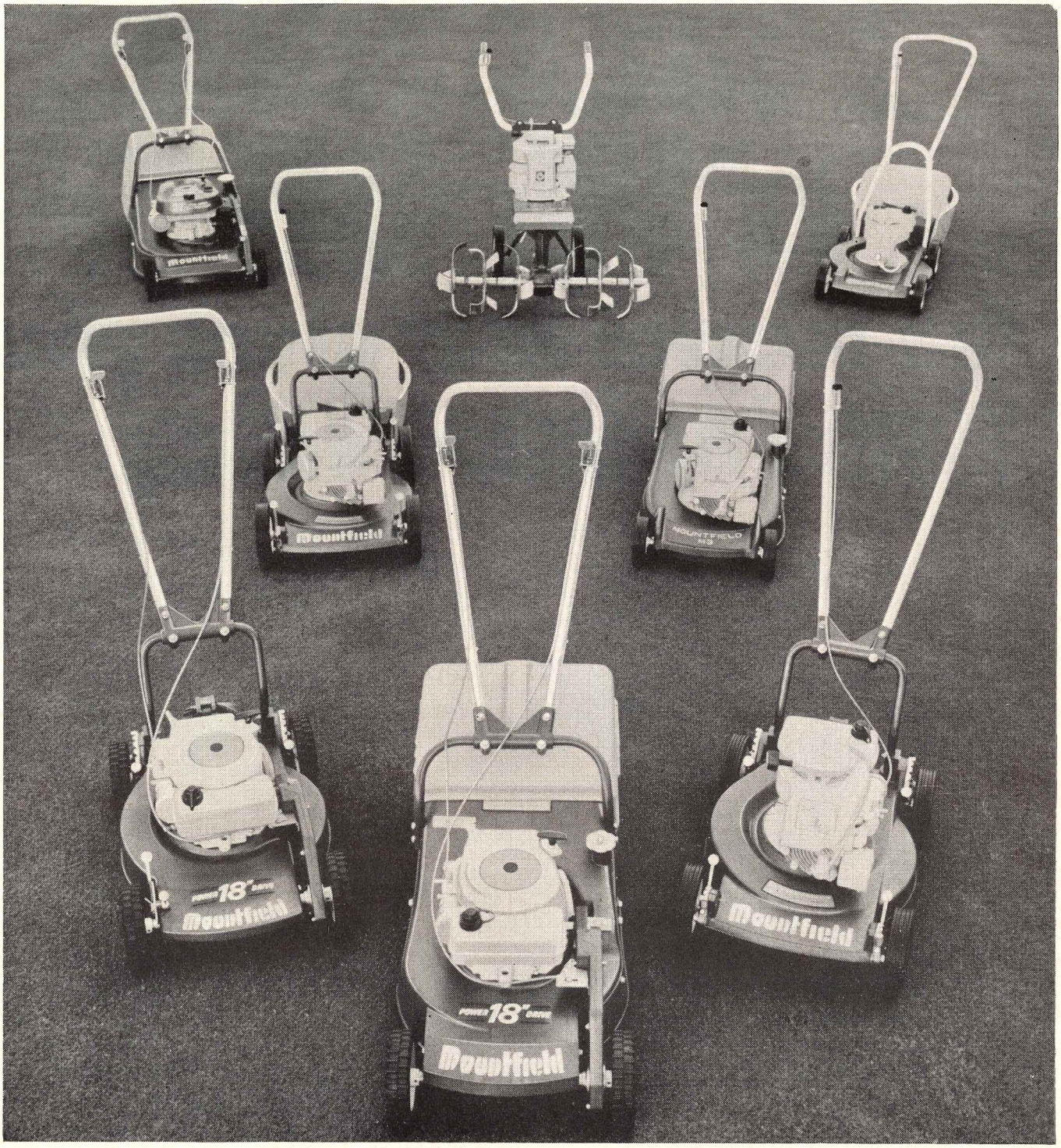

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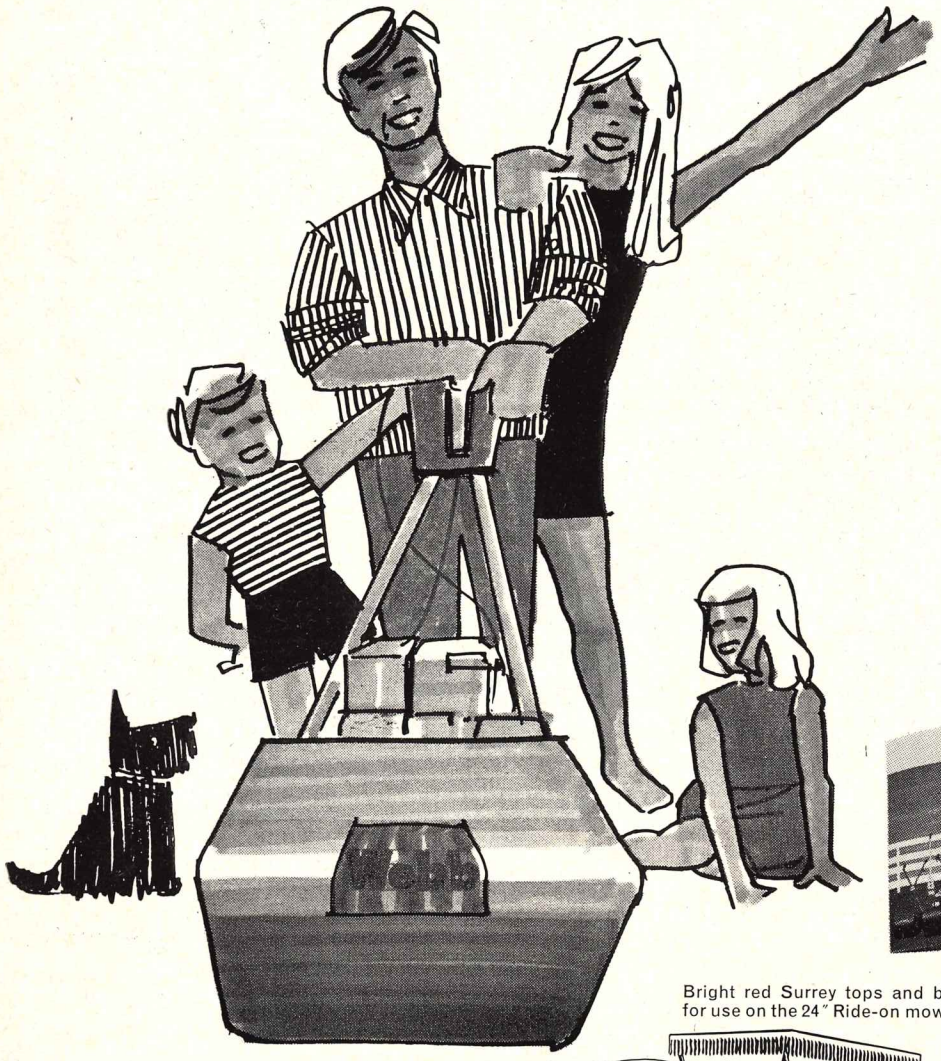
Test drive a Webb

the mower that gives you the 'new car' feeling



This is the Webb national advertising theme for 1971

We're punching the message home in all the leading national dailies—telling over 40 million people all about the Webb range. Telling them too about exciting new additions for '71—the Lawn Edge Trimmer, the new De Luxe Battery models and the 240 volt Little Wonder Hedgecutter. We're backing up your sales effort with colourful display material tying in with the Western theme in our new 16-page full colour catalogue. It's all designed to help you make '71 a year to remember for extra Webb sales and increased profits.

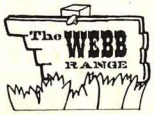
This is the new Webb catalogue for '71. Sixteen pages packed with details of all the Webb mowers, plus the Lawn Edge Trimmer and Hedge Cutters. Tells your customers all they need to know about Webb mowers—with useful hints on how to choose the right model for their lawn.

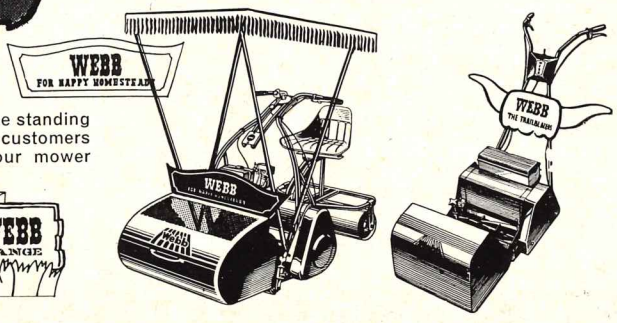
Bright red Surrey tops and buckboards for use on the 24" Ride-on mower.

Cow horn displays captioned 'Webb—The Trailblazers' for use on mower handles.

Cards printed as Sheriff's stars—with captions 'Webb the Thoroughbred Mower', 'Webb the finest mow in town', 'Webb—Britain's widest range', and 'Hit the trail with a Webb'. Use them anywhere in the shop.

A colourful free standing unit that steers customers straight to your mower display.

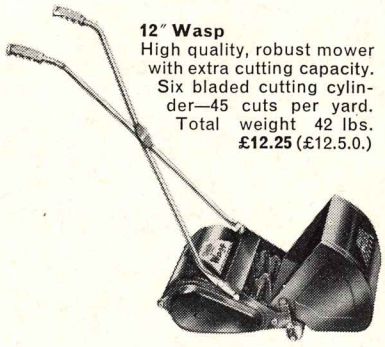




All the card display items are available in packs containing one of each item. The Surrey tops are available singly in limited quantities.

Webb enter 1971 with Britain's widest range of domestic lawnmowers of every kind, size and price to suit every customer. And with Webb you can obtain better prices. That means higher profits. 1971 with Webb means maximum sales for maximum profits.

10″ Whippet
Ideal for ladies. Weighs only 35 lbs. Six bladed cutting cylinder gives 45 cuts per yard.
£11.25 (£11.5.0.)

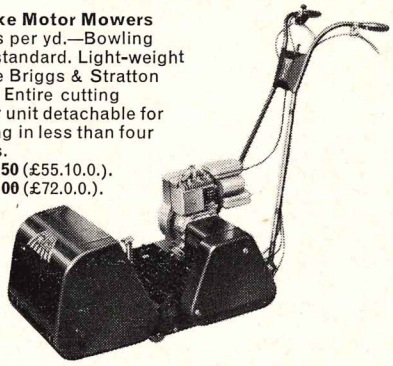


12″ Wasp
High quality, robust mower with extra cutting capacity. Six bladed cutting cylinder—45 cuts per yard. Total weight 42 lbs.
£12.25 (£12.5.0.)

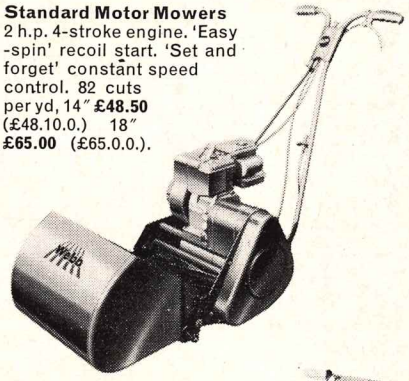
12″ Witch
Queen of Handmowers. Eight bladed cutting cylinder—60 cuts per yd. Fluted twin steel land rollers with individual free wheels for easy turning. **£16.50** (£16.10.0.)

24″ Ride-on
Fast, wide and handsome. 80 cuts per yd. Converts to pedestrian control in 10 seconds. Electric start model also available. From **£155.00** (£155. 0.0.)

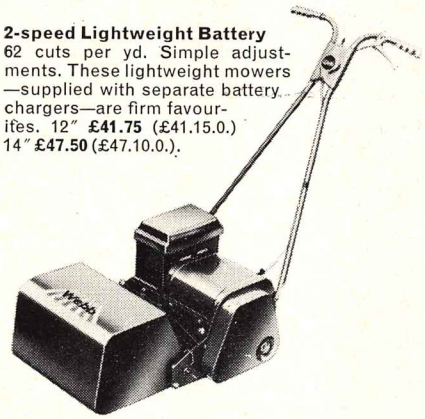
De-Luxe Motor Mowers
102 cuts per yd.—Bowling Green standard. Light-weight 4-stroke Briggs & Stratton engine. Entire cutting cylinder unit detachable for servicing in less than four minutes.
14″ **£55.50** (£55.10.0.).
18″ **£72.00** (£72.0.0.).



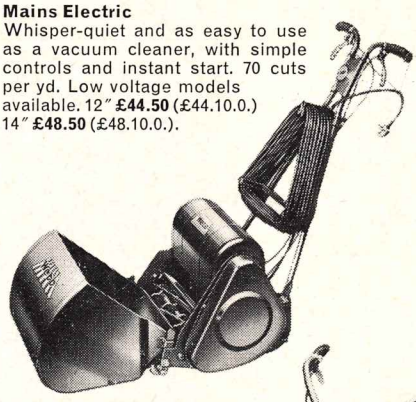
Standard Motor Mowers
2 h.p. 4-stroke engine. 'Easy-spin' recoil start. 'Set and forget' constant speed control. 82 cuts per yd, 14″ **£48.50** (£48.10.0.) 18″ **£65.00** (£65.0.0.).



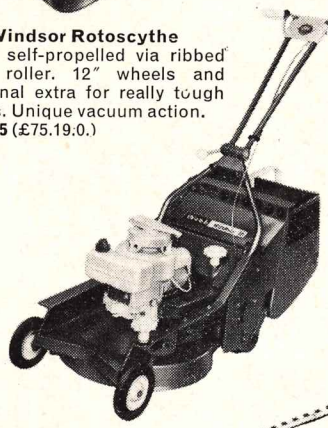
2-speed Lightweight Battery
62 cuts per yd. Simple adjustments. These lightweight mowers —supplied with separate battery chargers—are firm favourites. 12″ **£41.75** (£41.15.0.) 14″ **£47.50** (£47.10.0.).



Mains Electric
Whisper-quiet and as easy to use as a vacuum cleaner, with simple controls and instant start. 70 cuts per yd. Low voltage models available. 12″ **£44.50** (£44.10.0.) 14″ **£48.50** (£48.10.0.).



18″ Windsor Rotoscythe
Fully self-propelled via ribbed rear roller. 12″ wheels and optional extra for really tough areas. Unique vacuum action.
£79.95 (£75.19.0.)



NEW FOR '71

14″ & 18″ De-Luxe Battery Mowers
Superb new models with a host of outstanding features. * High power weight ratio batteries * Simple cutting height and cylinder setting adjustment * 70 cuts per yd. * 3-amp charger * Choice of drive * Removable section of front roller for longer grass. All this and more will make these top sellers for '71. 14″ **£69.95** (£69.19.0). 18″ **£89.95** (£89.19.0.).

Lawn Edge Trimmer
Your customers can now complete the wellgroomed look of their lawns without the tedious, back-breaking effort of hand trimming—Uni-handled control and unique pivot roller for in-use angle and depth of cut control. Special safety guard and spill-resistant 6v. battery. Cuts approx. 1,200 yds per battery charge. **£22.95** (£22.19.0.).

'Little Wonder' Hedge Cutters
Cut over 150 sq. ft. of hedge in one minute. Choice of Battery, Mains Electric or Petrol with 16″ or 30″ double action blades. From **£30.00** (£30.0.0.).

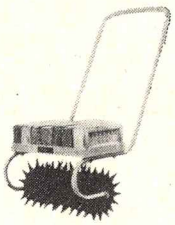
Webb

WEBB LAWNMOWERS LTD.
Tame Road, Witton, Birmingham B6 7HP.
Telephone 021-327 3493 (7 lines)

CUT-PRICE TRADING?

— FORGET IT

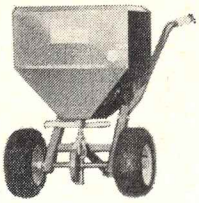
"JENNY" GENERATOR
For saws, sanders, hedge cutters, etc. All voltages
from £79



"SPUR-SPIKE'
aerator, prevents turf suffocation
Price £10.5

"CYCLONE" SPREADER
High efficiency broadcasting-action spreader 6 ft. spread
Price £18

NEW "CYCLONE" MAJOR
For large turf areas —spreads 10 ft. swath!
Price £55



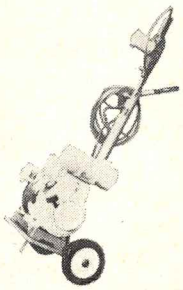
If you are a real Garden Machinery Dealer, you need to make your **full** profit on everything you sell—or go bust! Our products are designed for the prosperous garden-enthusiast, interested in quality and performance —not arm twisting.

STOCK NOW—PAY APRIL

YET STILL GET **AT LEAST** 25% and 10% FOR ANY SIX MACHINES

NO PRICE CHANGES BEFORE FEBRUARY 1971

"POW-R-GEN"
Low voltage generator for all 12V hedge-trimmers
Price £55
(Transporter extra)



NEW SUPER "SPINTRIM"
More power for less weight (with battery charger)
Price £22

Clip this ad to your letter-heading and we'll send you our Trade Terms

ANDREWS LAWN-EDGERS LTD., THE GARDEN-MACHINE CENTRE, SUNNINGDALE, BERKS.

FOR PERFORMANCE

WITH STRENGTH & ENDURANCE

THE solo RANGE IS SUPREME

640, 640C, and 641
The lightweight range for middle duty work. Compact, automatic oiling, two piece housing giving 'nutshell' protection, and many other advanced design features.

635 and 642
The 7 HP and 8 HP models for the professional timber worker. Advanced rugged and reliable, built for hard continuous duty.

611 Twin
The only twin cylinder chain saw in the world, reduces noise and vibration and makes light of the hardest work. Automatic air filter cleaning, automatic oiling, etc.

Ask for details today of the saw to suit your needs. All are backed by first class Solo spares and maintenance service.

solo

SOLO POWER EQUIPMENT (U.K.) LTD.
Industrial Estate, Pedmore Road, Brierley Hill, Staffs. Tel: Brierley Hill 78354/5.

REF: [167]

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in just 5 minutes convert any of these chainsaws into a fast and efficient hedgecutter

CARBRA

HEDGECUTTING ATTACHMENT

Fitted with twin 30" Double acting cutter bars

LOMBARD
DANARM
STIHL
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McCULLOCH
REMINGTON
JONSEREDS
HUSQVARNA
CANADIEN
HOMELITE
PIONEER
PARTNER
DOLMAR, ETC.

Recommended Retail Price
£30 · 15 · 0

CARBRA

ENGINE DRIVEN **HEDGE CUTTERS**

A must for all owners of large gardens, estates, farms, parks, sportsgrounds contractors, municipal authorities and plant hire organisations. Cuts 250-400 sq. yds. per hour and operates at any angle. Weighs 11lbs. complete.
Recommended retail price
£64 · 10 · 0

GLANFIELD LAWRENCE CONCESSIONS

VICTORIA ROAD, PORTSLADE, BRIGHTON, SUSSEX. Telephone: 0273-46991
ONDON SALES OFFICE, 407 High Road, N. Finchley, N.12. Telephone: 01-346 2676

PLANNING FOR PROFITS

Roy Ashwell, sales manager of G D Mountfield Ltd, discusses the merits of planned sales promotion

THE DAYS have gone when a garden machinery specialist can accept every agency or dealership which is offered, in some cases purely to prevent a competitor from having the offer. Now we have moved into an era in which if it is not true to say only the fittest survive, it is certainly true to say only the fittest make a profit. We must now be profit conscious and not turnover conscious and in this respect we might pay careful heed to the concept of "Management by Objective". This encourages the setting of broad, comprehensive goals covering all aspects of your business. Short term considerations should be balanced with longer term goals and everyone should carry out his job with full attention to good planning, rather than merely carrying out a task.

Once you have also defined your company's objectives, and you would be surprised how many either don't bother or define incorrectly, one of your first tasks must be the careful selection of a range of machines. Obviously you will endeavour to obtain the main dealership, where applicable, for the manufacturers who offer the most saleable machines in their sphere. In this respect, and once you have chosen sparingly and carefully, you will be only too happy to lose a little discount and purchase the odd machine sometimes, even for display purposes, from the appropriate main stockist. Providing you have faith in your judgment, you will be happy to see your competitor stocking a range of machines which you have previously rejected for one reason or another.

Very relevant at this stage is to decide whether your company is equipped to 'distribute' machines on a large scale to the trade at a low gross profit margin or whether you would be better to concentrate on retail selling for your bread and butter, looking on your trade sales as jam. It is certainly my opinion that the average dealer is not able to wholesale effectively and if you are dealing with a company who expects you to devote a large amount of your time and space to this end, you should seriously consider whether in the long run your trade customer is not making more money than yourself.

To be able to sell convincingly it is necessary to be convinced. It is most surprising how many dealers are prepared to allow salesmen/demonstrators out on the road without any product training. We all know how much more effective a salesman becomes once he has confidence in a product, and a day at the factory and testing grounds of your main suppliers should be a must for all your sales staff. Away from his everyday business your salesman will relax and even if he has been in the trade for years he will be able to pick up many new ideas and thoughts. This is also a two-way business as the manufacturer is able to gain first hand knowledge of the acceptability or otherwise of his product.

You should then spend time encouraging each and everyone of your staff to be sales orientated. Whenever somebody telephones or calls on your company, you or your staff are given, free of charge, the opportunity to further the interests of your company. Even if the caller is himself not a customer, good news spreads and in these days it is such a change to deal with somebody who is really interested in conducting business courteously and with efficiency.

All of us engaged in selling domestic garden machinery are really selling specialised domestic appliances and, to create the right impression, showrooms—however large or small—should look as tidy and clean as those of your local domestic electrical appliance dealer. For some reason, perhaps because this trade stems in so many cases from the agricultural engineering industry, garden machinery showrooms often look like a cross between a blacksmith's shop and a warehouse.

First impressions are so important and I believe, however busy, at least one hour should be spent each week in re-arranging and keeping your showroom clean, interesting and inviting. Here I would add that, if it is at all possible, a garden tractor and other machines of interest arranged outside the premises on fine days create a lot of interest, and whereas people passing may not look inside your showroom they will certainly be attracted by an outside display.

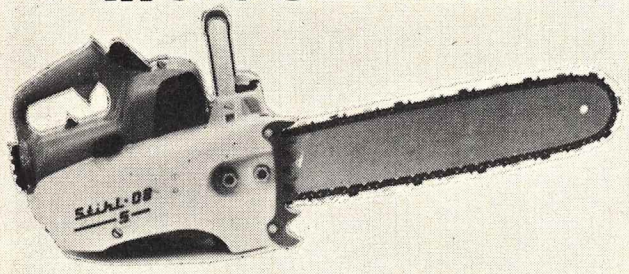
Press and direct mail advertising is a very vexed point and from my experience it is dangerous to be definite about any aspect of advertising. It is however my opinion that in general it is the manufacturer's

Exterior view of Kingston House (Mowers) Ltd's impressive premises.

The best

timbercutting, brushclearing, hedgecutting, earthboring, metal & stonecutting, start-every-time

chainsaw in the business!



STIHL 08S £82

The Stihl 08S Chainsaw dominates the agricultural market. Why? Because the 08S is more than just a chainsaw; its wide range of attachments make it a power plant for a whole range of farm tools for year-round productive use. The 6 h.p. 08S is particulary suitable for farmers and is part of a large range of Stihl petrol engined chainsaws starting at £76 for the Model S10 and going up to £160 for the powerful 13 h.p. Lightning 090AV with 42" bar.

And that's not all! Stihl manufacture electric chainsaws from £80 to £112, and the SG17 Portable Sprayer, a light-weight petrol engined machine for spraying liquid, dust, granules and even flame—we think it's the finest machine of its type on the market at £55.

Our dealers get first-class terms from us and give first-class service to their customers. There are more than 300 dealers in the U.K. and we're always looking for more. Firms interested should contact

STIHL

THOMAS NIVEN LTD

Dalston Road, Carlisle.
Tel: 26277/8.

Cut boom bounce when spraying!

ALLMAN INTRODUCE BOOM FLOTATION

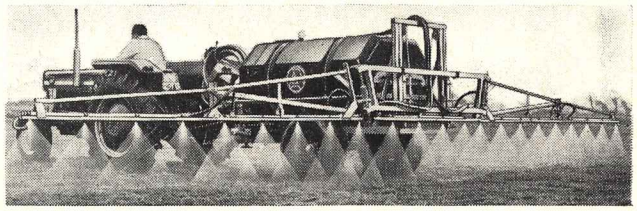
on tractor-mounted and trailer sprayers

•ABSORBS SHOCK•REDUCES WEAR AND TEAR •MAINTAINS SPRAY PATTERN ACCURACY

Now—however rough the going—get uniform spraying efficiency and longer sprayer life with Allman boom flotation. This unique design feature insulates the spray boom from transmitted shock loads by means of heavy coil springing. Boom flotation is now standard on Allman Spraymaster Major and Minor tractor mounted sprayers, also on the '360' trailer sprayer.

Allman have a sprayer for every job—full information on range and name of nearest dealer on request.

TRAILER SPRAYER! Dual purpose—for liquid fertilizer and weed killers. Corrosion resistant spray system throughout, including 360 gal. (1636 litre) plastic tank. 33 ft. (10 metre) or 39 ft. (12 metre) booms.



Allman FARMING MACHINERY · SPRAYING EQUIPMENT

E. ALLMAN & CO. LTD., BIRDHAM ROAD, CHICHESTER, SUSSEX, ENGLAND

Telephone: BIRDHAM 512511 (STD 0243-512511) Cables: AFECO Telex Chichester Telex: 86286

PLANNING FOR PROFITS

continued

"At least one hour should be spent each week in rearranging and keeping your showroom clean, interesting and inviting."

task to advertise his products nationally and thereby give them an image, and it is the dealer's task to advertise his company so that anyone in his area will think of him before buying garden machinery.

This cannot necessarily be achieved by simply adding your name and address to the bottom of a manufacturer's block and although you may think this is cheap advertising, from the dealer's point of view I believe it can be very expensive indeed. Try spending half the amount on regular classified advertising. By this I do not mean the normal dull announcement—with the co-operation of your local newspaper some very eye-catching and attractive advertisements can be placed by taking a small section of the classified page at classified rates.

This advertising can be regular and it will work. If you are unsure where to buy something locally, where do you look?—certainly not amongst the block adverts. In conjunction with this, however, you should certainly arrange a page or so on a special feature on your company early in the season, if possible just as the grass begins to grow. This cannot fail to attract attention and most manufacturers will be happy to co-operate.

Why catalogues?

You then may decide whether to produce your own machinery catalogue, which has the advantage of only listing the machines you sell but which is very expensive, or whether to purchase a few hundred catalogues which are supplied generally to the trade. This second method is cheaper but the catalogue will be showing many manufacturers' machines which you will not be interested in promoting.

Why do either? Are not these catalogues normally by their very nature confusing to your customer? When all is said and done, do they not just tell your customer that you sell a lot of different makes of machines?

As our industry becomes a little more sophisticated, manufacturers are producing better sales literature. Why not cash in on this? Produce a few hundred very fine A4 size wallets with your name and various details about your company. This method is very flexible—for instance, if prices change, the manufacturer's new list can be inserted. If you are out of stock of a particular item, it need not be included and, providing not too many different leaflets are included, these leaflets should in the main do a good selling job. Once this is arranged, selective direct mail early in each season should pay dividends.

In your sales promotion planning you will have to consider whether or not to participate in any county shows. In most areas of the country county shows appear to show no tangible results whatsoever and therefore have become mere shadows of their former selves. In view of this, many dealers have decided to hold their own "Shows" or "Open Days" with varying degrees of manufacturer participation.

I have been to a lot which I am sure were not worthwhile and I have been to a few good ones (here I am not including special displays put on for the benefit of local authority users) and the degree of manufacturer representation appears to have no bearing on the success or otherwise of the venture.

I think success comes by a fortunate choice of site or area and kind weather, providing local advertising has been effective. The first two points of course are largely a matter of chance, and as Open Days have to be held at the busiest time of the year, I doubt the wisdom of holding such days in most areas of the country.

I know it is easier to do nothing than do something, but I believe if you are lucky enough to have a demonstration area by your premises or even an area of grass, you should hold an Open Day each week-end during the peak season, and to a certain extent advertise this fact. The days are coming when most dealers will remain open on Sundays as well as all day on Saturday during the season, the week-end being the obvious time for most working gardeners to choose their machinery requirements.

A manufacturer can only help his dealers providing he keeps ahead of his competitors in the design of trouble-free saleable machines. These machines must do everything that is claimed for them and be backed up by a reliable and efficient spares service. Machines of the future should be designed with after-sales service in mind, machines which can quickly be fitted with exchange units, such as complete exchange drive units, which will cut down labour costs and simplify repairs.

A manufacturer should have a stable sales policy and he can lighten the dealer's task enormously if instructive and attractive literature is readily available. Of course he must advertise his products effectively on a national basis, which is not so easy as it sounds, and he should back this all up with representatives who are willing to give advice and assistance where necessary. Especially, the manufacturer can help in the instruction of both your sales and service personnel and I make no apologies for returning to and making this my final point, as it is most essential to both parties and is not stressed often enough.

WINDSOR

TIMBER KING SAW CHAIN

GUIDE BARS · SPROCKETS FILES & ACCESSORIES

Quality Products for the Saw Industry

Write or phone

GLANFIELD LAWRENCE CONCESSIONS

VICTORIA ROAD PORTSLADE BRIGHTON
TELEPHONE BRIGHTON 46991/45489 (4 lines)

WHO NEEDS A PACKHORSE?

BATTERY-POWERED ELECTRIC TRUCK

AT £89

WHO DOESN'T?

Factories, for a start—profitable sales all through winter. Then there are warehouses, hospitals, Garden Centres, estates, private gardens, Public Authorities. We could go on and on but, frankly, we would like *you* to!

DEALERSHIPS AVAILABLE IN MOST AREAS

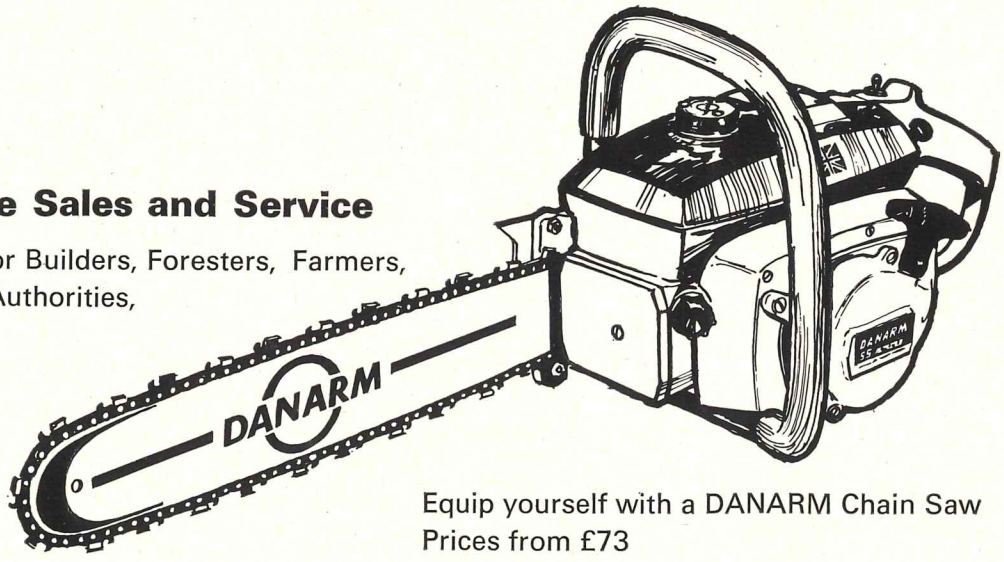
Write for generous trade terms to:—

UNISPEC LTD.,
COWBRIDGE, GLAM.

DANARM CHAIN SAWS

- **Tough**
- **Reliable**
- **Efficient**
- **Nationwide Sales and Service**

The essential tool for Builders, Foresters, Farmers, Contractors, Local Authorities, Civil Engineers etc.



BY APPOINTMENT TO HER MAJESTY THE QUEEN MANUFACTURERS & SUPPLIERS OF CHAIN SAWS DANARM LTD · STROUD

Equip yourself with a DANARM Chain Saw
Prices from £73

MADE BY THE BRITISH CHAIN SAW MANUFACTURER
Full details from—

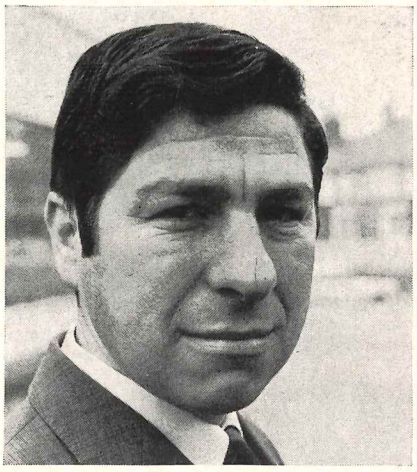
OREGON FACTORY FITTED CHAIN

DANARM LTD SLAD ROAD, STROUD, GLOUCESTERSHIRE, ENGLAND GL5 1RF Tel: 045 36 2451

A Unochrome International Company

Clean out and tool-up!

Gerald Cohen, director of Power Gardening (Slough) Ltd, looks at the problem of staffing workshops and suggests that scruffy men turn out scruffy work



HOW do you attract, train and keep workshop staff, especially in an industrial town where wages are sky high, vacancies exist galore, and staff turnover is the highest in the country? These are a few of the problems that exist in our Slough works, and no doubt in many other areas.

The problems are examples in human relationships, and although it is true that a man must earn the best he can in standards for himself and his family, he doesn't work for money alone and certainly not necessarily for easy money.

It is, of course, true that a type of man is prepared to tighten four nuts with power tools, day in day out, in the car industry for as much money as he can get. The same man will tend to spend the whole of his income on cars, holidays and entertainment and not possibly even consider say, the purchase of his home or any other investment.

This type of man is hardly likely to be a successful member of your workshops it's true, but there are plenty of men with fitting skill who will not tolerate this type of employment. And our experience is that given the right circumstances and encouragement, these fellows find the fascination of our industry irresistible and stay for years.

Indeed, if they stay three months, it is possible that they may stay for life, a fact borne out in my own workshops, where our turnover in mechanics has been only one in three years. So it would appear that keeping them is less of a problem than either attracting or training mechanics, but perhaps making good profits from them is the most difficult of all.

Imagine workshops where the benches are either too high or too low (sometimes the floor), the lighting is poor, grease is half an inch thick on the deck, machines in progress litter the whole area, washing down facilities are non-existent, and air lines are too few and inadequate. There is never sufficient oil and petrol for test purposes, there are no special-purpose tools and test equipment, and the walls still have grime from years past. And the noise of grinding equipment in the same shop and you have got a factual impression of many of our service workshops.

Not exactly an inviting environment when compared to modern factory complexes and it's a wonder mechanics stay any length of time at all. Of course, in such workshops the men have to be suitably clothed in the most decrepit garments they can find. There's not a white coat in sight, and it is little wonder then that these scruffy individuals generally turn out scruffy work.

It doesn't cost a great deal to remedy this situation. The type of bench a man uses is sometimes a matter of individual choice. Alright, let him choose; the types of machines he works on will ultimately be the deciding factor. If the workshops are not well lighted naturally, then install good fluorescent lighting and if your floor is poor quality do something about it.

We give our workshops and stores staff clean coats every week at no charge, and we encourage the use of white coats where customer contact is likely. It seems obvious that grinding equipment should be in separate rooms soundproofed as much as possible, and all the other details I've mentioned can also be fairly easily remedied. At least let a prospective employee see that his surroundings are reasonable. He won't expect the sports and social side of big factory life, in fact if he's the right man he won't want them.

Although I have mentioned many factors governing attracting staff, I think the best bet for the future lies in training your own—through apprenticeships. At least one apprentice should be put through at any one time in workshops employing five personnel or more.

Happy, profitable

It is a truism that a well trained man is more likely to be a happy one and certainly more profitable. It is obviously desirable to use manufacturers courses where applicable and these should be encouraged, but used more for prestige purposes. Before 'spanner' training is considered, let's think more about the mental aproach and attitudes of your mechanics to their job and the firm as a whole.

For instance, he doesn't enjoy the same amount of glory as the salesman when a big order comes up. The key to the problem lies in letting workshops personnel know what's going on. Let even a lower grade man talk to a customer occasionally, let him do a small amount of paperwork, permit the knowledgeable ones to check certain repaired machines, get individual mechanics to be in charge of certain pieces of equipment, tools, the yard, the grinders, etc.

In other words, let them feel that they are more than a cog in the 'necessary evil' part of the business which shows the firm no profit.

The service manager should, of course, be a leading member of the business and must be mentally 'in tune' himself. He, too, will feel the need for an uplift occasionally, and even a visit to a manufacturer or neighbouring dealer can help.

Useful ally

Apprentice training, now in it's infancy in the garden machinery world, will surely pay off in the future. It isn't easy finding the right type of lad, because the modern youth of our workshop's calibre doesn't have to put himself out too much to get—I nearly said earn—a living. The right type of boy does exist however, and your local school's careers master can be a useful ally in finding him.

We have had 16-year-olds spend a week in our works while still at school as an exercise. The schools like the idea and we get an opportunity of seeing a lad prior to offering him employment and possible apprenticeship, in workshop conditions.

Personal contact seems to be the only other way of attracting boys suitable as apprentices. The youth employment offices would appear to be out of date, as does the normal adult Employment Exchange. If you bother to deal with them, when was the last time they sent someone along suitable for employment at any level?

I expect, like us, you are unfortunately involved in the Road Transport Industry Training Board and no doubt like us you rue the day you ever heard of it. The levies can only go one way, that is up, and the claims in the opposite

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CLEAN OUT AND TOOL-UP!

continued

direction, down. We are an industry that has always been keen on training and, without the need for Government or outside influences, have looked after our own interests very well.

Indeed this is an area where manufacturers, dealers and the trade associations have co-operated and worked well together. We are now saddled with the RTITB where people who know little or nothing of our trade, or our problems, tell us how we should do our training and spend our money, while they waste a fortune themselves.

The current situation seems to be that we can claim back 25 per cent of our levy with little difficulty for on the job training, providing the right paperwork is carried out, but in our case, with the latest rates, it will be impossible to approach the full levy claim back. The law is the law however, and we must make the best of the situation, and my advice is to claim back what you can administratively economically and just pay up and look happy.

Training attitudes

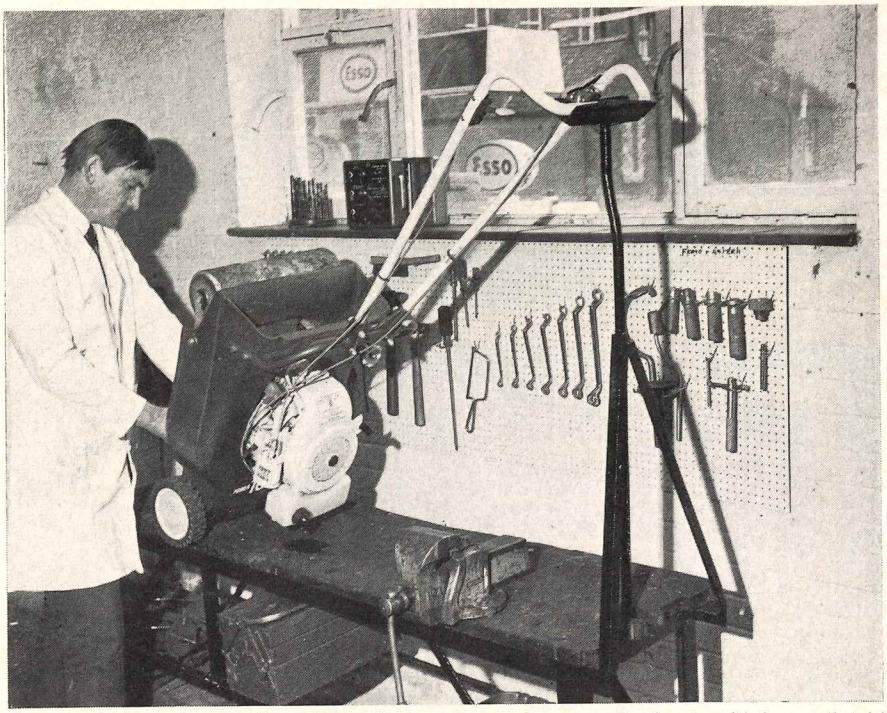
Training will still go on and I am sure our attitudes to it will remain unaltered; if the RTITB, however, ever do sort themselves out and can offer us real assistance, they can look forward to our full co-operation.

Finally, what about pay? A workable calculation is that you can charge out to your customers between four and five times your hourly rate paid to mechanics. If you are still charging out at around 25s per hour, you've got problems; nearer 45s will soon be the norm. We all want to keep our prices down I know, and it must be clear that good equipment, well trained men, good management, etc, all help in this direction, but in industrial areas at least, wages are high —we've got to face it.

I'm a firm believer in workshop bonuses, preferably on a shared basis. It gets everyone interested in figures and as well as extra money if they are attained, bonuses are good for morale. If a bonus or incentive scheme is well thought out and based on facts, everyone should benefit, including the dealer, so there should be no question of paying out grudgingly or late.

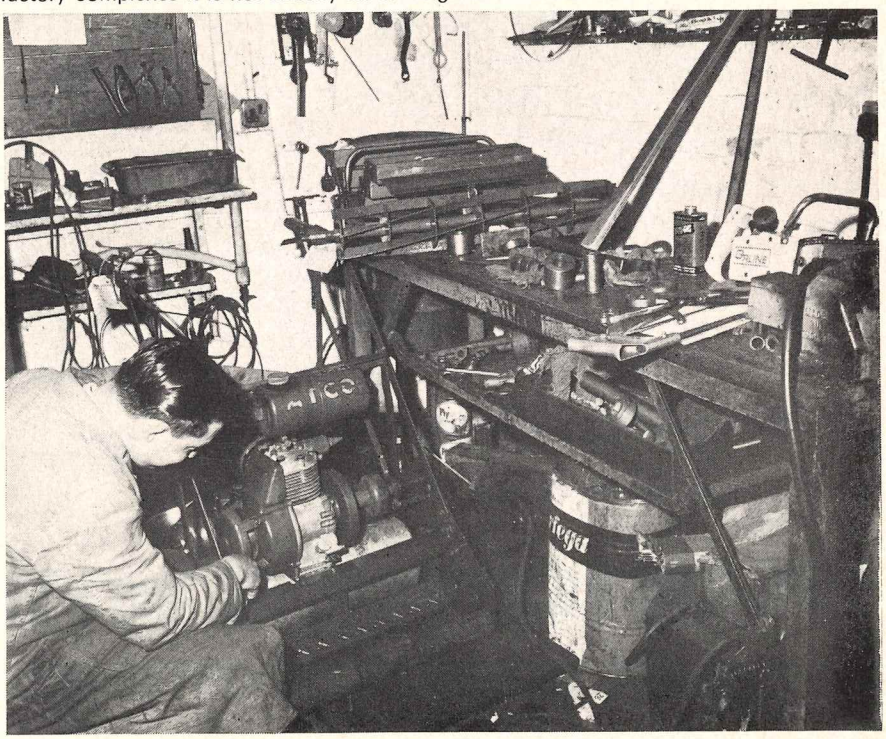
Payments of bonus should be made weekly and although I know some work on a monthly or even quarterly payout, I do not think that maximum benefits are derived. In our workshops anyway, a high degree of co-operation between the mechanics is encouraged and so we work on a shared workshops bonus as oposed to individual bonus. It happens, does it not, that your best man has sometimes to work on the most complicated machinery where bonus is most difficult to achieve? Whereas a man knocking out Colt regrinds could earn exceptionally well and so in these circumstances a good man could justifiably complain.

The way to solve workshops staffing problems is to develop a team of well trained, happy and well paid mechanics, working in good conditions, with the best tools and equipment available. The benefits derived from this set of circumstances include very low turnover of labour and a satisfactory profit.



Choice of bench is sometimes better left to the mechanics. Tools should be well laid out and ready to hand. White coats should be encouraged and good lighting is essential.

A scruffy workshop will generally result in scruffy work. When compared to modern factory complexes it is not exactly an inviting environment.



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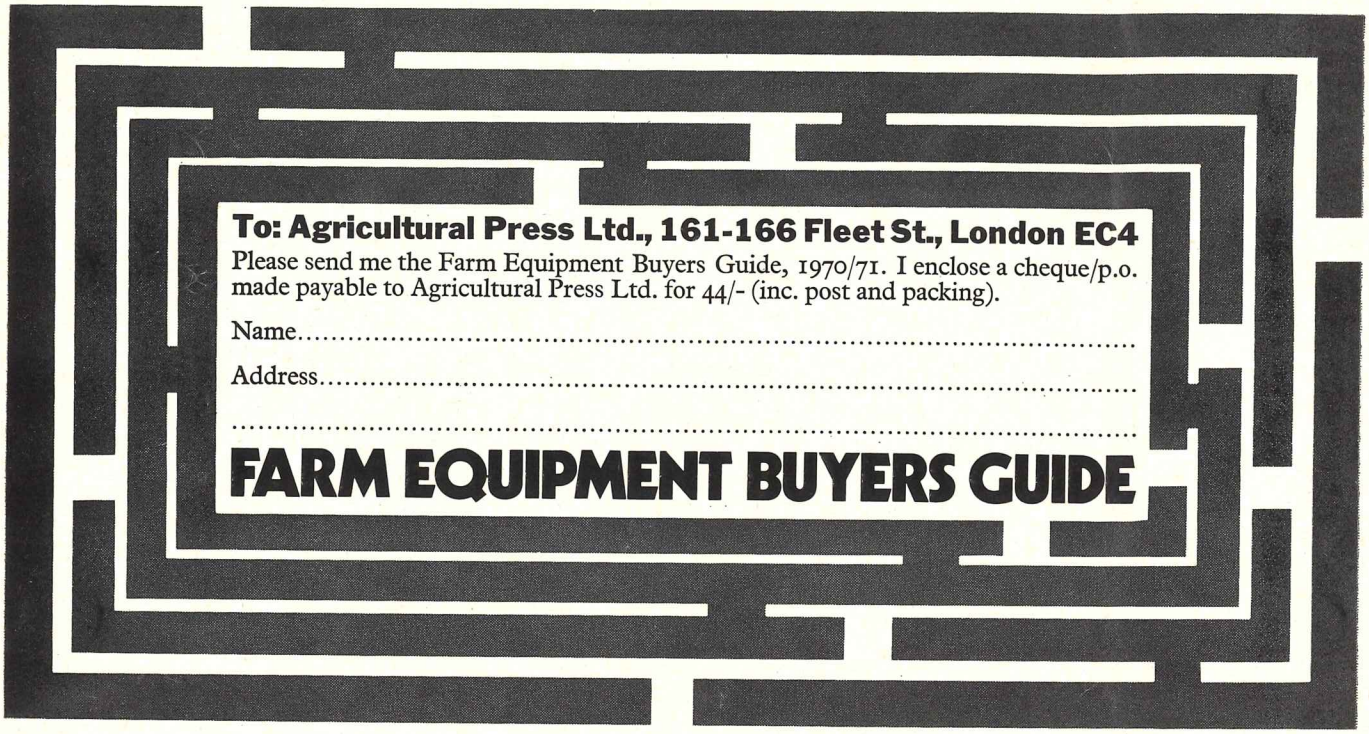

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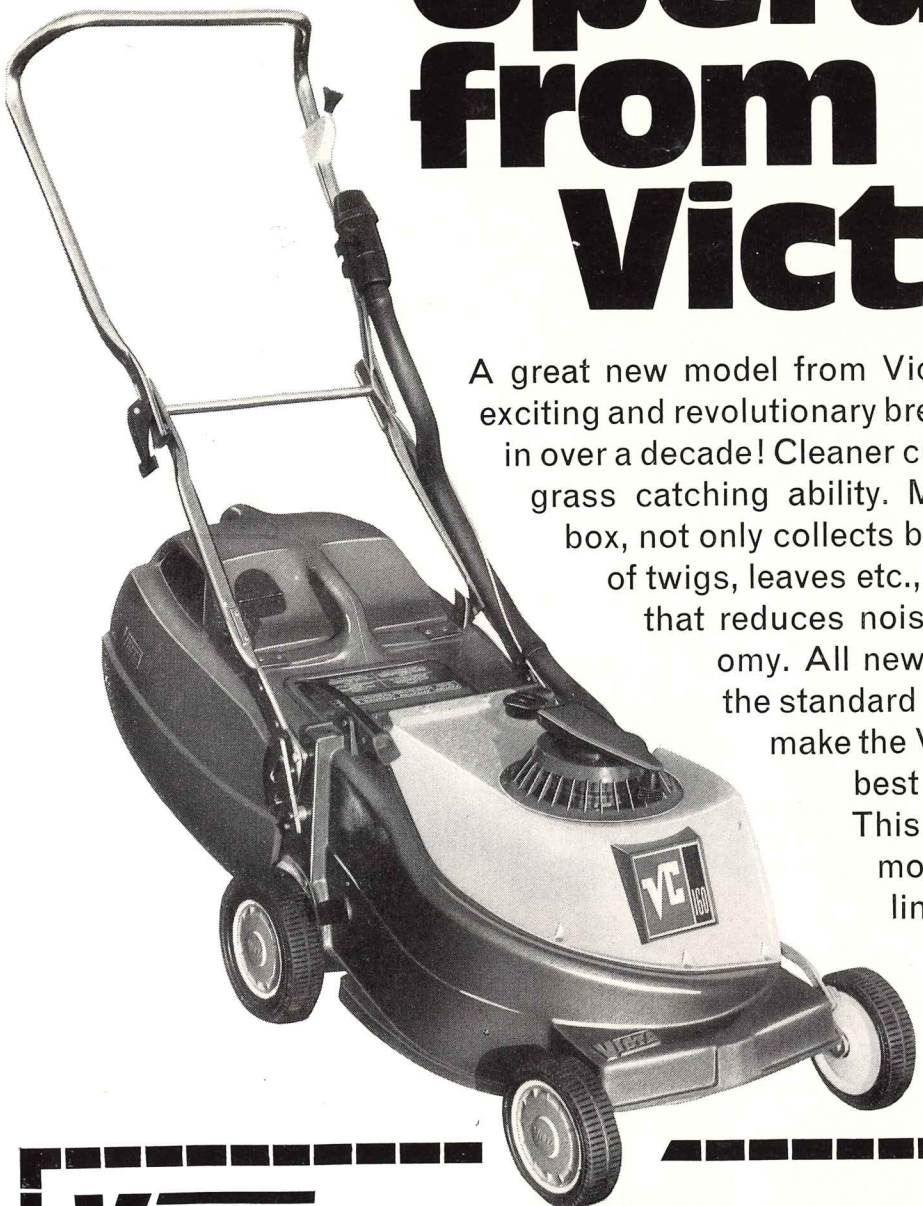

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